Our Camping and Retreat Ministries are vital for the passing on of faith to children and youth and developing leaders for our church. I feel there is nothing more important for our church right now than to assure that our camping and retreat ministries provide exceptional facilities and remain accessible to all who desire to be part of our programs where God is so clearly proclaimed.

As I hear the faith stories of our pastors, seminarians and lay leaders across the Annual Conference, I am in awe of the ways in which Jesus uses our camping and retreat ministries to form people and develop Christian character. We share a desire that God’s love is known across the region and across the world. Through the ministry at Camp Allegheny, Jumonville, Olmsted Manor, and Wesley Woods as well as through At the Lake Ministries and Healthy Village Learning Institute, we are impacting the lives of thousands of youth, families, and adults as they develop faith and grow as Christian leaders.

Together we can grow these ministries and reach more people. My number one priority is to build on the solid foundation that has been established over the decades at our camping and retreat facilities and position them for even more significant ministry in the future. As children grow in faith, leaders are developed, kids experience the love of God, families develop relationships and serve together, and adults deepen relationships and discover their God-given leadership skills through these ministries, the church becomes more prepared to fulfill our mission of making disciples. These ministries transform the world.

This campaign will invest in the facilities and infrastructure of our camping and retreat sites. It will also provide immediate funding to make programs more accessible to everyone and provide the beginning of a long-term endowment to keep these ministries affordable and available to all.

But, I need your help. I need your prayers, your volunteer time, and yes, your financial support to make this campaign a reality. The pages of this booklet share the story of what we are trying to accomplish. Please join me in supporting this critical ministry.

In Christ,

Bishop Cynthia Moore-Koikoi
WPAUMC Camping and Retreat Ministries

One Ministry…Many Locations

At The Lake Ministries
At the Lake Ministries was founded in 2016. ATLM offers individuals with disabilities and their caregivers a fun, family-oriented experience aboard the JoAnn M fishing charter on Lake Erie. Its mission is to provide a place of retreat and recreation where families and individuals can support one another in a Christ-like fashion.

Camp Allegheny
Camp Allegheny, founded in 1944 is near Somerset, PA and offers campers excitement, energy and experience in the outdoors. Come to a camp where faith is lived out daily!

Healthy Village Learning Institute
The Healthy Village Learning Institute was founded in 2012. Its mission is to bring about health, healing and hope to children, youth and families by increasing academic, economic, and leadership opportunities available to African American families and communities in western Pennsylvania.

Jumonville
Jumonville was founded in 1941 and nestled above the outskirts of Hopwood, PA. Jumonville is a place where your life will be changed by the power of God. The Cross of Christ will greet you before you even get there.

Olmsted Manor Retreat Center
Founded in 1969 and surrounded by the forests of northwestern Pennsylvania Olmsted Manor Retreat Center, located in Ludlow, PA, provides a great place for private and group retreats.

Wesley Woods
Wesley Woods combines rustic adventure with the comforts of home. Located in Grand Valley, PA, Wesley Woods, founded in 1951, deepens your spiritual connection as you encounter God through fellowship and worship, in a place set apart.

Impact

WPAUMC Camping and Retreat Ministries serves over 20,000 people each year through camps, programs, retreats and other ministry opportunities. The main impact is a faith development. The following is just a small sample of the impact of this ministry

“If I have a passion in ministry it is in camping.”
–Rev. Alyce Weaver Dunn

“We develop people as disciples at camp.”
–Jessica Gamachè

“I think camping is a passion because you can see God working in so many people in so many lives.”
–Sue Strohm

“I see God working through our Camps and Retreat Ministries in the enthusiasm and clear Christian values of staff.”
–Larry Bridge

“At Camp Allegheny, my faith became real for me.”
–Rev. Scott Hamley

“Camp is where I experienced my salvation.”
–Bishop Cynthia Moore-Koikoi
The Deeply Rooted, Upward Reaching Campaign

Following a time of prayer and planning, a feasibility study was conducted among the friends and members of the Annual Conference and it is determined that a campaign goal of no less than $2.5 million should be conducted for our camping and retreat ministries with a challenge goal of $5 million.

Campaign Goals

The Deeply Rooted, Upward Reaching Campaign seeks to:

- Increase annual summer participation of children and youth by 2,000 by 2025
- Increase annual family participation by 1,000 by 2025
- Increase annual non-summer participation by 1,000 individuals by 2025

Furthermore, this campaign will increase the diversity and accessibility of camping and retreat ministries so that our sites better reflect the communities in which we live. It will enable our site Boards to focus more on program development than on financial concerns.

Strategy

In order to reach the above goals, WPAUMC seeks to raise as much as $5 million to be invested in the following manner:

- 50% to capital facility construction and enhancement and
- 50% to be invested in scholarships. A combination of endowed scholarships and immediate scholarship grants.

Long-Term Strategy

To assure that gifts to Deeply Rooted, Upward Reaching have a long-term positive impact, each site is providing a long-term strategy to assure they are fully funding their facility refurbishment. This campaign is designed to jump-start each site to make progress on improving their facility, attaining more guests, and remaining vibrant for the long-term future.

The Need

The value and impact of camping and retreat ministry is becoming more and more significant as our world becomes more and more technologically connected. Dr. Jacob Sorenson and Dr. Paul Hill have documented the effects of camp through the “Effective Camp Research Project.” The key characteristics of the camp experience are:

- Camp is RELATIONAL
- Camp is PARTICIPATORY
- Camp is DIFFERENT FROM HOME
- Camp is A SAFE PLACE
- Camp is FAITH-CENTERED

Dr. Sorenson has continued his study, focusing on the lasting effects of faith-based camping. The five key characteristics of camp led to long-term improvements in the lives of campers:

- 81% grew in independence
- 82% experienced greater self-confidence after camp
- 96% grew in faith
- 94% grew in their knowledge of God

We believe that this is what youth, families, and our church need more than ever in order to understand and learn how to live their faith.

In order to expand our ministry, we need to invest in our facilities and provide scholarship assistance to keep camp affordable and accessible to all who desire to attend.
Campaign Budget

Total gifts to the Deeply Rooted, Upward Reaching Campaign are expected to be distributed according to the percentages listed with the following dollar amounts as we reach the $5 million goal.

**Capital Projects—50% of gifts**
- At the Lake Ministries—2% up to $50,000
- Camp Allegheny—25% up to $625,000
- Healthy Village Learning Institute—8% up to $200,000
- Jumonville—25% up to $625,000
- Olmsted Manor—15% up to $375,000
- Wesley Woods—25% up to $625,000

**Scholarship Projects—50% of gifts**
- Overall endowed—50% up to $1,250,000
- Immediate—50% up to $1,250,000

Campaign costs are estimated at 6.5% of revenue and are all inclusive of salaries, printing, travel, etc. and will be deducted from the amounts listed above. Should the campaign goal of $5 million be exceeded, gifts will continue to be distributed 50% to capital projects and 50% to scholarship, however, after $5 million has been raised all additional scholarship money will go to the endowment while the capital projects will continue to be distributed according to the percentages above.

Project Descriptions

This campaign is benefitting our summer camps, our ongoing ministry opportunities, and retreat center. Each camp has identified projects that will be funded through this effort in a priority order. Once the first project is complete, funding will then shift to the next project on their list:

**At the Lake Ministries**
- Storage Building
- Program Vehicle
- Debt Reduction from Repurposing Efforts

**Camp Allegheny**
- Camp Center Renovation
- Septic/Water System and Road
- Pool and Indoor Riding Arena

**Healthy Village Learning Institute**
- Boiler
- Elevator
- 3rd Floor Repurposing

**Jumonville**
- Water System
- Indoor Activity Space
- “Jumonville Off the Mountain” program

**Olmsted Manor**
- Water System
- Manor Renovation
- Back-up Generators

**Wesley Woods**
- Recreation Facility
- Missionary 3 Restrooms
- Install Three-Phase Electric Service

Scholarship Projects

**Immediate Scholarships**

In order to reach the goal of an additional 2,000 summer youth participants by 2025, an investment of $1.25 million to provide immediate scholarships over the next five years is necessary. The WPAUMC Camping and Retreat Ministries Team will be responsible for administrating the general scholarship fund.

**Scholarship Endowments**

- These endowments will be housed at the UM Foundation and administered through the WPAUMC Camping office.
- General scholarship endowment
- Ministry specific scholarship endowments—Individuals, churches, or groups of individuals wishing to endow a scholarship to a specific site may do so with a commitment of at least $50,000.
How Your Gift Will Be Invested

Unrestricted gifts will be split evenly between the capital needs and scholarship areas of the Deeply Rooted, Upward Reaching Campaign. The capital portion will be split evenly among the six ministries until each ministry fulfills their stated capital goal in dollars, as shown on page 4. The scholarship portion will be split evenly among the two types; immediate and endowment funds.

Requests for restricting gifts will be honored within the spirit of this campaign. As a campaign of the WPAUMC, our purpose is not to simply build a facility on any one of the ministry sites, but to strengthen our Camping and Retreat Ministries as a whole. At the same time, it is understood that some among us have a strong affinity for the site or ministry where they have had involvement.

- Donors may designate their gift to the capital project of a single site
- Donors may designate their gift to the immediate or endowed scholarship project
- Donors may restrict their gift to a ministry specific scholarship endowment if that ministry has a specific endowment ($50,000 minimum). Ministry specific endowment guidelines are on file at the WPAUMC offices.

Standard of Gifts Needed

Successful implementation of the above plan will require funding of approximately $5 million over the next five years. The campaign begins in early 2018.

In order to achieve our campaign goals the following gifts, in the amounts and quantities listed, will be needed. These gifts may come from individuals, families, charitable foundations, corporate grants or as the cumulative contributions from a congregation’s campaign effort or the congregation’s endowment or trust fund.

<table>
<thead>
<tr>
<th>Gift Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Gift of</td>
<td>$500,000 or more</td>
</tr>
<tr>
<td>2 Gifts of</td>
<td>$300,000</td>
</tr>
<tr>
<td>4 Gifts of</td>
<td>$200,000</td>
</tr>
<tr>
<td>4 Gifts of</td>
<td>$100,000</td>
</tr>
<tr>
<td>20 Gifts of</td>
<td>$50,000</td>
</tr>
<tr>
<td>20 Gifts of</td>
<td>$25,000</td>
</tr>
<tr>
<td>25 Gifts of</td>
<td>$10,000</td>
</tr>
<tr>
<td>50 Gifts of</td>
<td>$5,000</td>
</tr>
<tr>
<td>100 Gifts of</td>
<td>$3,000</td>
</tr>
<tr>
<td>Many gifts of other amounts</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$5,000,000</strong></td>
</tr>
</tbody>
</table>

For the sake of the above chart, affinity groups such as clergy, board members, congregations, WPAUMC staff and others can be lumped together as a single gift.

Sample Weekly Giving Chart

<table>
<thead>
<tr>
<th>Weekly Amount</th>
<th>Monthly Amount</th>
<th>1-Year Amount</th>
<th>3-Year Amount</th>
<th>5-Year Amount</th>
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<tbody>
<tr>
<td>$700.00</td>
<td>$3,033</td>
<td>$36,400</td>
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<td>$182,000</td>
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<tr>
<td>$525.00</td>
<td>$2,275</td>
<td>$27,300</td>
<td>$81,900</td>
<td>$136,500</td>
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<tr>
<td>$350.00</td>
<td>$1,517</td>
<td>$18,200</td>
<td>$54,600</td>
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<td>$1,950</td>
<td>$3,250</td>
</tr>
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Honor and Memorial Opportunities

Following the Deeply Rooted, Upward Reaching Campaign, a Wall of Honor will be erected at the WPAUMC offices recognizing all gifts of $5,000 or more. Honor and memorial gifts will be recognized on the wall to provide a permanent remembrance of these gifts. Gifts will be acknowledged in the following categories:

- $5,000
- $5,001 to $14,999
- $15,000 to $24,999
- $25,000 to $34,999
- $35,000 to $50,999
- $50,000 to $74,999
- $75,000 to $99,999
- $100,000 to $249,999
- $250,000+

Congregation Gifts Campaign

Congregations throughout Western Pennsylvania will be asked to participate through a three-step campaign process.

**Step 1** Representative visits Church Council to present the campaign plans.

**Step 2** Training for lay persons in each congregation to assist and equip them for conducting a campaign in the congregation.

**Step 3** Church Council sets a campaign goal (to the right) and conducts campaign effort or contributes from its endowment, trust fund or other resources, such as individuals from their IRAs.

**Timeline**

- **Campaign launch:** January, 2018
- **Preparation:** January-March, 2018
- **Leadership Gifts (staff/boards/committees):** February through May, 2018
- **Major Gifts:** April, 2018–March, 2019
- **Congregational Appeal**
  - **Council visits:** June-October, 2018
  - **Congregational Appeals:** January, 2019–June, 2020
- **United Methodist Women, Clergy Gifts, Retired Clergy, Grants and Endowments:** various schedules

**Congregation Goals**

Each congregation will be asked to set a non-binding, three-year goal for their campaign effort. Recommended goal levels are proposed on the basis of the average weekly worship attendance of the congregation, since most pastors and lay leaders consider that statistic to reflect the effective size of their congregation. The following are the proposed goal levels for congregations:

<table>
<thead>
<tr>
<th>Basic Goal</th>
<th>Challenge Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>$125 per worshipper</td>
<td>$250 per worshipper</td>
</tr>
</tbody>
</table>

For example, a congregation with an average weekly worship attendance of 100 persons select from the following goals:

<table>
<thead>
<tr>
<th>Basic Goal</th>
<th>Challenge Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>$12,500 over three-years</td>
<td>$25,000 over three-years</td>
</tr>
</tbody>
</table>
Our mission is to provide leadership, connection and resources to make disciples of Jesus Christ for the transformation of the world.

Our vision is to ignite and sustain a passionate, spiritual connection with Christ among all people in western Pennsylvania.